



Topline Summary of Quantitative Research Findings

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Overview & Methodology

- 1000 completed interviews were conducted with Lexington/Fayette County residents by telephone, through intercept interviews and online by invitation (*those under 25*) between June 18th and August 9th, 2008.
- Based on Lexington's population of 210,944 (2006 U.S. Census projection) for residents age 18 and older, this research provides results at a 95% confidence level with a margin of error plus or minus 3.1 %.

Brightness Of Lexington's Future

At the beginning of the survey, respondents were asked to indicate how bright they thought the future of Lexington was using a 10 point a scale, where 10 is “Very Bright” and 1 is “Not Bright At All.” Respondents gave the brightness of Lexington’s future an average rating of 7.2.

Lexington's Future	Total	
	%	#
Very Bright	10.1%	101
9	9.7%	97
8	27.5%	275
7	26.6%	266
6	10.1%	101
5	10.0%	100
4	2.6%	26
3	1.0%	10
2	1.1%	11
Not At All Bright	1.3%	13
Mean	7.22	
Base	1,000	

Note: Very Bright=10; Not At All Bright=1

Aspects Of Community Life

Using a 10-point scale, respondents were asked to rate the importance of committing specific resources to Lexington's community life in regard to human needs, economic expansion, physical growth, and cultural creativity. All areas were considered important, but human needs was ranked as most important overall.

ACL Summary	Total	
	Mean	Base
Human Needs	8.56	1,000
Economic Expansion	8.08	998
Physical Growth	8.00	999
Cultural Creativity	7.72	998

Note: Very Important=10; Not At All Important=1

Aspects Of Community Life: Human Needs

Specifically in regard to human needs, respondents gave high quality public education (9.2) and citizen safety (9.1) the highest average ratings.

Human Needs	Total	
	Mean	Base
Summary	8.56	1,000
High quality public education for all students	9.23	1,000
Citizen safety and welfare	9.12	999
Protection of natural resources	8.65	989
Affordable health care	8.47	993
Adequate, safe, affordable housing	8.42	998
Adequate nutrition for all	8.35	995
Access to affordable childcare for all parents	8.05	982

Note: Very Important=10; Not At All Important=1

Aspects Of Community Life

Human Needs (continued)

41% of respondents indicated high quality public education was most important among all areas of human need issues.

<i>Of all of the Human Needs items just rated, which one stands out as being most important?</i>	Total	
	%	#
High quality public education for all students	40.9%	409
Citizen safety and welfare	15.9%	159
Affordable health care	13.6%	136
Adequate, safe, affordable housing	12.2%	122
Protection of natural resources	8.9%	89
Adequate nutrition for all	3.8%	38
Access to affordable childcare for all parents	2.9%	29

Aspects Of Community Life: Economic Expansion

Investing resources in more high wage/high skill jobs rated the highest in importance (8.5), followed by partnering with universities to generate economic development (8.4).

Economic Expansion	Total	
	Mean	Base
<i>Summary</i>	8.08	998
More high wage/high skill jobs	8.52	994
Working more with universities to generate economic development	8.38	988
Continued learning opportunities for adults to engage in lifelong learning	8.25	994
Start-up business opportunities for emerging entrepreneurs	8.16	991
Efforts designed to support and grow Fayette County's agricultural industry	7.99	989
Establishing stronger working relationships with adjacent cities for regional cooperation	7.90	988
Incentives for the business community to partner with government or sponsor public projects	7.76	990

Note: Very Important=10; Not At All Important=1

Aspects Of Community Life:

Economic Expansion (continued)

Respondents regarded more high-wage jobs (27%), working with universities (21.5%) and continued learning opportunities (14%) as the most important facets of economic development.

<i>Of all of the Economic Expansion items just rated, which one stands out as being most important?</i>	Total	
	%	#
More high wage/high skill jobs	26.7%	267
Working more with universities to generate economic development	21.5%	215
Continued learning opportunities for adults to engage in lifelong learning	13.7%	137
Start-up business opportunities for emerging entrepreneurs	12.4%	124
Efforts designed to support and grow Fayette County's agricultural industry	11.1%	111
Establishing stronger working relationships with adjacent cities for regional cooperation	7.2%	72
Incentives for the business community to partner with government or sponsor public projects	5.8%	58

Aspects Of Community Life: Physical Growth

Those surveyed indicated that most of the elements of physical growth mentioned are important to the future of the city. All features received an average rating higher than 8.0, with the exception of more multi-unit, multi-level housing, which received an average rating of 6.3.

Physical Growth	Total	
	Mean	Base
Summary	8.00	999
Open greenspace for all neighborhoods	8.65	996
Programs designed to preserve Fayette County's rural landscape	8.55	994
Construction of buildings and infrastructure that is more environmentally friendly	8.39	993
New and efficient public transportation alternatives	8.26	994
Bike paths and trails, and pedestrian-friendly sidewalks	8.09	998
More multiple-unit, multi-level housing such as apartments and condominiums	6.27	993

Note: Very Important=10; Not At All Important=1

Aspects Of Community Life:

Physical Growth (continued)

Programs designed to preserve Fayette County's landscape were considered to be the most important aspect of physical growth mentioned (24%), followed by new and efficient transportation alternatives (23%), and open greenspace (19%).

<i>Of all of the Physical Growth items just rated, which one stands out as being most important?</i>	Total	
	%	#
Programs designed to preserve Fayette County's rural landscape	23.9%	239
New and efficient public transportation alternatives	23.4%	234
Open greenspace for all neighborhoods	18.6%	186
Construction of buildings and infrastructure that is more environmentally friendly	14.7%	147
Bike paths and trails, and pedestrian-friendly sidewalks	12.5%	125
More multiple-unit, multi-level housing such as apartments and condominiums	5.4%	54

Aspects Of Community Life: Cultural Creativity

Cultural creativity was not as important to respondents as other ACLs. However, on average, respondents still valued cultural creativity and rated each element 7.5 or higher. Having a vibrant downtown received the highest rating.

Cultural Creativity	Total	
	Mean	Base
Summary	7.72	998
A vibrant downtown	8.38	997
A greater diversity of cultural events that will appeal to many types of different people	7.72	991
Attracting visitors and encouraging tourism	7.71	992
Performing arts facilities and public art	7.67	992
A district in the community where a variety of arts and entertainment facilities would be located	7.66	989
Regional or national promotion of Lexington's "Horse Capital of the World" brand	7.48	987

Note: Very Important=10; Not At All Important=1

Aspects Of Community Life: Cultural Creativity (continued)

39% of respondents rated having a vibrant downtown as the most important feature of the culture development of Lexington.

<i>Of all of the Cultural Creativity items just rated, which one stands out as being most important?</i>	Total	
	%	#
A vibrant downtown	38.9%	389
A greater diversity of cultural events that will appeal to many types of different people	15.6%	156
Regional or national promotion of Lexington's "Horse Capital of the World" brand	12.6%	126
Attracting visitors and encouraging tourism	11.1%	111
Performing arts facilities and public art	10.9%	109
A district in the community where a variety of arts and entertainment facilities would be located	8.9%	89

Like Most About Living In Lexington

In addition to rating attributes of the Lexington community on a 10-point scale, respondents were asked what they liked most about living in Lexington, and what they would like Lexington to be. A small town feel (27.5%), convenience (15%), and the friendly nature of the residents (14.5%) were most frequently mentioned as the qualities of Lexington appreciated.

<i>Top 5 Responses:</i>	Total	
	%	#
Size/small town feel/small city with large city amenities	27.5%	275
Easy to get around/convenient/convenient to other cities	15.2%	152
Friendly people/good community	14.5%	145
Countryside/landscape/greenspace/beauty	11.6%	116
Higher education institutions/Good schools	8.2%	82

What Makes You Think About Living Somewhere Else

27% of respondents indicated that there was nothing that made them want to move from Lexington. Traffic (17%) and lack of cultural activities (11%) were the main negative aspects mentioned.

<i>Top 5 Responses:</i>	Total	
	%	#
Nothing/Don't want to live anywhere else	27.1%	271
Traffic congestion/Poor traffic flow/roadways	17.3%	173
Lack of cultural activities/nightlife/shopping downtown	11.1%	111
Urban sprawl/Poorly planned development	10.5%	105
Lack of economic opportunities	5.9%	59

Three Words Used To Describe Lexington In 2040

When respondents were asked to give three words they would like to be used to describe Lexington in the year 2040, 60% mentioned words that could be categorized as *peaceful and embracing*. The themes that emerged based on the words stated included the following top five:

<i>Top 5 Responses:</i>	Total	
	%	#
Peaceful/embracing community	60.4%	604
Earth-friendly	40.7%	407
Innovative community	27.9%	279
Aesthetically pleasing place to live	25.4%	254
A dynamic and thriving community	22.4%	224

One Thing That Would Make Lexington More Attractive For Teens

Respondents felt more places to hang out (19%), better entertainment (17%), and more school and community activities (13%) would make Lexington a better place to live for teens.

<i>Top 5 Responses: Teens</i>	Total	
	%	#
More/better facilities/centers/places to hang out/ socialize	19.2%	192
More/better entertainment	17.0%	170
More community/school/general activities	13.0%	130
More recreational activities/outdoor activities/sports	9.7%	97
More/better city parks/playgrounds/greenspace	8.2%	82

One Thing That Would Make Lexington More Attractive For People In Their 20s

Respondents believe more entertainment (21%), a vibrant downtown (16%), and better/higher paying jobs (13%) would make Lexington more attractive for those in their 20s.

<i>Top 5 Responses: People In Their 20s</i>	Total	
	%	#
More entertainment/nightlife/nighttime entertainment options	20.8%	208
Vibrant downtown	16.2%	162
More/better/higher-paying jobs/job opportunities	13.2%	132
More/better nightclubs/bars	9.4%	94
Education	8.9%	89

One Thing That Would Make Lexington More Attractive For Young Married People

Affordable housing (20%), more entertainment (13%) and more job opportunities (12%) were the top ideas mentioned as ways to benefit young married people.

<i>Top 5 Responses: Young Married People</i>	Total	
	%	#
Affordable housing/Nicer housing	19.7%	197
More entertainment/nightlife/nighttime entertainment options	12.7%	127
More/better jobs	11.9%	119
Cultural/arts options/venues	6.9%	69
Vibrant downtown	6.8%	68

One Thing That Would Make Lexington More Attractive For Families

18% of respondents indicated that more parks would make Lexington more attractive for families in the Lexington community.

<i>Top 5 Responses: Families</i>	Total	
	%	#
Parks/Playgrounds/Greenspace	17.8%	178
Family events/Family-friendly entertainment/venues	15.6%	156
Good schools	13.9%	139
Affordable housing	11.5%	115
Recreational and/or community activities/facilities	7.9%	79

One Thing That Would Make Lexington More Attractive For Empty-Nesters

Respondents were most likely to mention more entertainment, activities and/or cultural events as a way to make the city more attractive to Lexington empty-nesters.

<i>Top 5 Responses: Empty-Nesters</i>	Total	
	%	#
Entertainment/activities/cultural events	22.9%	229
Affordable housing/housing in general	7.0%	70
Social networking/Social involvement/Places to socialize	6.3%	63
Greenspace/Parks/Walking trails	4.6%	46
Vibrant downtown	4.1%	41

One Thing That Would Make Lexington More Attractive For Retirees

Respondents indicated community activities and more entertainment/cultural events (12% each) would make Lexington more attractive to retirees.

<i>Top 5 Responses: Retirees</i>	Total	
	%	#
Community activities/Community senior programs	11.8%	118
Entertainment/Cultural events	11.6%	116
Healthcare/benefits	9.3%	93
Retirement communities/Assisted living	9.2%	92
Better public transportation	8.9%	89

One Thing That Would Increase Sense Of Connection And Belonging To The Lexington Community

Almost a quarter of respondents (23%) said nothing they could think of would increase their sense of belonging to the Lexington community. A variety of other topics were mentioned, the top five of which are shown below:

<i>Top 5 Responses:</i>	Total	
	%	#
Vibrant downtown/Downtown nightlife/entertainment	8.8%	88
More accessible government/Better government	5.8%	58
Community activities/events	5.7%	57
Cultural activities	4.6%	46
Feeling of being able to make a difference/Community involvement	4.4%	44